

## Message Text

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ORIGIN COME-00

INFO OCT-01 AF-06 NEA-10 ISO-00 AGR-10 CIAE-00 EB-07

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ARA/EPS/LWHITE (INFO)

----- 006594

P 232241Z JAN 76  
FM SECSTATE WASHDC  
TO AMEMBASSY ABIDJAN PRIORITY  
AMCONSUL CASABLANCA  
AMEMBASSY LAGOS  
AMEMBASSY RABAT

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E.O. 11652: NA

TAGS: BEXP, IV, MO, NI

SUBJECT: PROPOSED AMERICAN APPAREL MFRS. ASSOC. (AAMA)  
IOGA TRADE MISSION TO AFRICA

THE PRESTIGIOUS AMERICAN APPAREL MFRS. ASSOCIATION (AAMA),  
WITH MEMBERSHIP NUMBERING OVER 3500 APPAREL AND ACCESSORY  
FIR'S, IS MAKING PLANS TO ORGANIZE AN IOGA TRADE MISSION TO  
VISIT AFRICA IN FALL 1976.

TE PURPOSE LOULD BE PRIMARILY EXPLORATORY TO OBSERVE  
FIRST HAND MARKET REACTION TO AMERICAN APPAREL AND TEXTILE;  
TO SEEK POTENTIAL CONTACTS FOR LICENSING AND JOINT MANU-  
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FACTURING ARRANGEMENTS UNDER BRAND NAMES AND POSSIBLY

APPOINT DISTRIBUTORS OR AGENTS. THE MISSION WOULD INCLUDE APPROXIMATELY 10 TO 12 MANUFACTURES OF AMERICAN WEARING APPAREL (LEISURE AND WESTERN WEAR FOR MEN, WOMEN AND CHILDREN; JEANS, CASUAL PANTS, JACKETS, SLEEPWEAR AND PLAY CLOTHES) AND TEXTILES.

THE MISSION WOULD PLAN TO SEND TWO TO THREE DAYS EACH IN ABIDJAN, CASABLANCA, AND/OR RABAT AND LAGOS, DURING EARLY OCTOBER. MEMBERS WOULD BE HANDCARRYING A SMALL REPRESENTATIVE SAMPLING OF APPAREL AND TEXTILE SWATCHES

APPROXIMATELY ONE SAMPLE CASE PER MEMBER). THEY WOULD EXPECT TO ESTABLISH A MISSION HEADQUARTERS AT FIRST CLASS HOTELS IN EACH CITY, UTILIZING BALLROOM OR LARGE CONFERENCE ROOM FACILITIES AS BUSINESS/DISPLAY AREA. THE PROMOTION WOULD FOLLOW THE SAME GENERAL FORMAT OF OTHER MISSIONS WITH INDIVIDUAL APPOINTMENT SCHEDULES, PLANT VISITS AS APPROPRIATE, OFFICIAL MISSION RECEPTIONS, ETC. HOWEVER, IF AVAILABLE, RENTAL OR OTHERWISE, CLOTHING RACKS AND SMALL DISPLAY TABLES WOULD BE DESIRABLE. ADVANCE OFFICER WOULD MAKE NECESSARY ARRANGEMENTS FOR THESE TIMES.

4. THIS WOULD BE THE FOURTH IOGA MISSION SPONSORED BY AAMA. THESE PREVIOUS SUCCESSFUL MISSIONS VISITED EUROPE 1971, TOKYO/H.K. 1972, AND E. EUROPE/USSR IN 1973. IT IS ANTICIPATED THAT THE MAJORITY OF THE MEMBERS OF AN AFRICA MISSION WOULD BE NEW-TO-MARKET. POSTS ARE REQUESTED TO COMMENT AS SOON AS POSSIBLE RE (1) THE POTENTIAL MARKET FOR U.S. APPAREL/TEXTILES IN THEIR RESPECTIVE AREAS; (2) ABILITY TO PROVIDE EXTENSIVE SUPPORT FOR THIS MISSION DURING THE MONTH OF OCTOBER AND RECOMMEND BEST TIMING AND ITINERARY, AVOIDING DIRECT CONFLICT WITH OTHER EVENTS, HOLIDAYS, ETC., AND (3) AVAILABILITY OF FIRST-CLASS HOTELS TO ACCOMMODATE MISSION MEMBERS (ALL SINGLE ROOMS), MISSION HOSPITALITY SUITE, BALLROOM OR CONFERENCE ROOM FACILITIES FOR OFFICE SPACE. SISCO

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MULTIPLE  
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